CITY COUNCIL DRAFT #2 (July September 2021)

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Chapter 20. Signs

Purpose and Intent

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Purpose and Intent

ARTICLE I. - INTRODUCTION AND HOW TO USE THIS SIGN CODE

Sec. 20-1. Purpose and Intent

The City Council finds that signs provide an important medium through which persons may convey a variety of noncommercial and commercial messages. However, left completely unregulated, the number, size, design characteristics, and locations of signs in the City can become a threat to public safety as a traffic hazard, a detriment to property values and to the City's general public welfare, and create an aesthetic nuisance. The City further finds that signs have become excessive, and that many signs are distracting and dangerous to motorists and pedestrians, and substantially detract from the beauty and appearance of the City. The City finds that there is a substantial need directly related to the public health, safety, and welfare to comprehensively address these concerns through the adoption of the following regulations.

The City further finds that there is a substantial difference between signs erected by public authority and signs erected by private citizens or businesses. Signs erected by public authority are virtually all erected for the purpose of maintaining the public safety either through direct control of traffic or through provision of such type signage as street signs which enable the traveling public to know where they are located and to find where they are going. As such, with the exception of signs identifying government buildings, virtually all government signs are erected purely for public safety purposes. Moreover, their use in the public right-of-way is necessary to ensure their visibility to the motoring public. The Mayor and Council finds that public utility signs are frequently of the same nature as those signs erected by governmental entities in that they provide necessary information to safeguard the public from downed power lines and from street excavations. Even where signs serve a propriety purpose, such as identifying markings on utility poles, public utility signs are marked primarily for the purpose of benefiting the public generally through identification of locations where there may be temporary losses of power.

The City finds that some signage has a single targeted function and that identification of such signs by description is impossible without referring to its function. For instance, address numerals are used for the sole purpose of locating addresses, which is of benefit to those persons looking for those addresses and is essential to public safety personnel responding to emergencies. Signs at the entrances to common developments favor a similar purpose in enabling both the traveling public and emergency personnel to quickly locate entrances for the purpose of either visitation or responding to emergency calls or where the State authorizes the department of agriculture to regulate the display of retail fuel station pricing and for the best interest of the public to advertise said prices. While such signage is referenced based upon the function it serves within the context of this chapter, the provisions of this chapter are unrelated to the content of speech provided and allow maximum expressive potential to sign owners.

The purpose and intent of the governing authority of the City in enacting this chapter are as follows:

- 1. To protect the health, safety and general welfare of the citizens of Dunwoody, and to implement the policies and objectives of the comprehensive plan of the City through the enactment of a comprehensive set of regulations governing signs in the City;
- To regulate the erection and placement of signs in order to provide safe operating conditions for pedestrian and vehicular traffic without unnecessary and unsafe distractions to drivers or pedestrians;

Applicability

- 3. To preserve the value of property on which signs are located and from which signs may be viewed;
- 4. To maintain an aesthetically attractive City in which signs are compatible with the use patterns of established zoning districts;
- 5. To maintain for the City's residents, workers and visitors a safe and aesthetically attractive environment and to advance the aesthetic interest of the City;
- To establish comprehensive sign regulations that effectively balance legitimate business and development needs with a safe and aesthetically attractive environment for residents, workers, and visitors;
- 7. To provide fair and reasonable opportunities for businesses which are located within the City, and to provide for the identification of the availability of products, goods or services so as to promote the economic vitality of businesses;
- 8. To ensure the protection of free speech rights under the State of Georgia and United States Constitutions;
- 9. To establish a permit system to allow specific types of signs in zoning districts consistent with the uses, intent and aesthetic characteristics of those districts;
- 10. To allow certain signs that are small, safe, unobtrusive on lots, subject to the substantive requirements of this chapter but without a requirement for permits;
- 11. To provide for temporary signs in limited circumstances;
- 12. To place reasonable controls on nonconforming signs that are by definition contrary to the public health, safety and welfare while protecting the constitutional rights of the owners of said nonconforming signs; and
- 13. To provide for the maintenance of signs, and to provide for the enforcement of the provisions of this chapter.

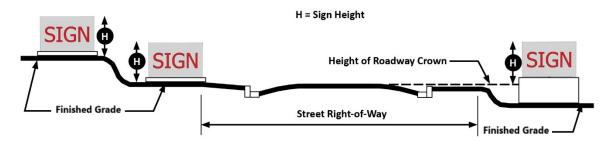
Sec. 20-2. Applicability

The provisions of this article shall apply to all signs erected within the corporate limits of the City that are directed to be viewed from the outdoors.— All erection, construction, reconstruction, enlargement, moving, altering, or converting of signs in the City shall be performed in compliance with the requirements of this chapter.

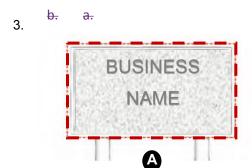
How to Measure Sign Dimensions

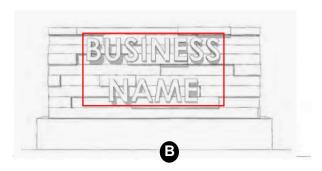
Sec. 20-3. How to Measure Sign Dimensions

a. Sign Height Measurement



- 1. The height of a sign shall be measured from the finished grade (as defined in Dunwoody Code Sec. 27-621 Terms Defined), which shall not be raised so as to create additional sign height, or the height of the roadway crown of the adjacent street which the sign faces, whichever is higher, to the highest point of the sign structure, including the bracket, supports, and any sign face surrounds. The above diagram illustrates sign height measurement.
- 2. All sign height standards herein shall be considered as measured above grade.
- b. Sign Area Measurement
 - 1. For signs on a background, the entire area of the framework or background of the sign is calculated as the sign area, including any material or color forming the sign face or background used to differentiate the sign from the sign structure against which it is placed. (See diagram "A" below).
 - 2. For signs consisting of freestanding letters or features attached to a wall, the sign area is calculated as the total area of the smallest hypothetical square, rectangle, triangle, or circle surrounding all letters or features each individual letter or feature. (See diagram "B" below). Sign area does not include any supporting framework or bracing unless such framework or bracing is part of the message or sign face. (See diagram "A" below).





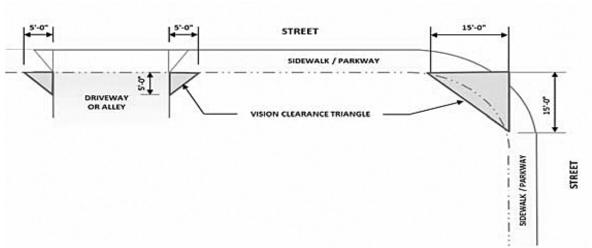
4. For window signs, including neon window signs, the total sign area is measured by multiplying the full width of the overall sign copy, including the lettering, logo, and graphics, by the overall height of the sign copy in a rectangular manner, regardless of the arrangement of the copy.

Sign Location

4.5. When two sign faces are placed back-to-back, so that both faces cannot be viewed from any one point at the same time and are part of the same sign structure and are not more than 24 inches at its furthest distance apart, the sign area shall be computed by the measurement of the face with the largest sign area.

Sec. 20-4. Sign Location

- a. Signs shall not be situated so that they interfere with the movement or visibility for pedestrians, cyclists, motorists, or in any way obstructs views of traffic signals and other traffic devices.
 - Signs and their supporting structures shall not interfere with public utility equipment or communication lines/equipment that are either above or below the grade.
- b. (3)—At a minimum, signs shall not be located within the vision clearance triangle. The vision clearance triangle means the triangular area adjacent to the intersection of any street established by measuring a distance of 15 feet from the point of intersection of two streets along the right-of-way of each of the intersecting streets, or a distance of 5 feet from the point of intersection of a street and a driveway and connecting the ends of each measured distance to assure adequate visibility sight lines for vehicular traffic approaching the intersection.— Exception: Wall signs and any other signs that are placed flat against a building wall are not subject to this requirement.



Sec. 20-5. Landscaping Requirement

Except where otherwise provided by the district regulations, anAn area around the base of each ground-mounted sign equal to the sign face area must be landscaped to improve the overall appearance of the sign and to reduce the risk of vehicles colliding with the sign or its supports. Landscaping must include natural vegetation and may include other materials and components such as brick or concrete bases or planter boxes. Within the vision clearance triangle, landscaping shall include only grass and/or a mulched landscape bed of annual plantings that do not grow higher than 24 inches.

Sec. 20-6. Owner's Consent Required

Sign Maintenance

No sign may be permitted or posted on property without the consent of the property's owner or authorized agent. Should it be determined that a sign was erected on a lot pursuant to an alleged agent's incorrect representation that the record owner of the lot in fact gave permission for the erection of a sign, or otherwise in violation of the requirement in this Section, the permit for such sign shall be revoked as set forth in Sec. 20-32 of this sign code. The permit for such sign shall be revoked as set forth in Article VI — Administration and Enforcement of this City's zoning ordinanceCode.

Sec. 20-7. Sign Maintenance

All signs shall be maintained in safe and good structural condition, in compliance with all applicable building and electrical codes, and in conformance with this chapter at all times. Such maintenance includes replacement of all defective bulbs, parts, materials, painting, repainting, cleaning, and other acts required for maintenance of erected signs. If any sign does not comply with the above maintenance and repair standards, the City shall require its removal as set forth in Sec. 20-9 of this sign code require its removal in accordance with Article VI — Administration and Enforcement of the City zoning ordinance.

Sec. 20-8. **Building Code Compliance**

To the extent that it is not inconsistent with this chapter, and except for administrative and permitting provisions of this sign ordinance, the present edition of the Standard Building Code, National Electric Code and other building and construction codes as adopted and modified by the City and the Georgia Department of Community Affairs are incorporated as a part of this chapter as if fully restated herein for the same purposes stated in section 20-1 hereof and for the same purposes for which the International Building Code was promulgated and enacted, which purposes are expressly incorporated herein.

Sec. 20-9. Removal of Unsafe, Unlawful, or Abandoned Signs

- a. <u>Within 30 days of the date of written notice</u> <u>Upon written notice</u> by the City, the owner, person, or firm maintaining a sign shall <u>correct violations</u> when it <u>a sign</u> becomes unsafe, is in danger of falling, or it is determined by the City to be a nuisance in accordance with Dunwoody Code Ch. 22 Nuisances, or it is deemed unsafe by the City or it is unlawfully erected in violation of any of the provisions of this chapter. <u>Necessary actions to correct violations may include, but are not limited to, require</u> making repairs or removing the sign.
- <u>b.</u> The City may remove or cause to be removed the sign at the expense of the property owner or authorized agent in the event of that the owner or the person or firm maintaining the sign has not complied with the terms of the notice within 30 days of the date of the notice. In the event of immediate danger, the City may remove the sign immediately.
- b.c. Sign faces must be covered or removed once thea property is vacated for 30 days.

Sec. 20-10. Permits

Except for those signs set forth herein which may be erected without obtaining a permit, every person desiring to erect a sign shall first obtain a sign permit and all other permits required for the desired structure in accordance with City ordinances.

Sec. 20-11. Sign Contractor's License and Insurance

Non-Commercial Messages

To erect a sign, a contractor must provide documentation in the form of <u>an</u> occupational tax certificate and <u>a</u> certificate of insurance. It shall be unlawful for any person to engage in the business of erecting or maintaining signs within the City unless and until such entity shall have obtained an occupation tax certificate in the state and a certificate of insurance from an insurance company authorized to do business in the state evidencing that the entity has in effect public liability and property damage insurance in the sum of \$25,000.00 for property damage for any one claim, and public liability insurance in an amount not less than \$100,000.00 for injuries, including accidental death to one person. The certificate of insurance shall state that the insurance carrier shall notify the City not less than 30 days in advance of any termination and/or restriction of the coverage, including nonrenewal, cancellation, and nonpayment of any premium. If the business has comparable insurance from another city or county in Georgia, the installer's insurance provider shall provide a current certificate of insurance to the City, prior to the installation of signage. *Exception*: Limited duration signs are not subject to the provisions of this Sec. 20-11.

Sec. 20-12. Non-Commercial Messages

Any sign provided for in any zoning district may contain non-commercial messages, <u>unless expressly restricted in other sections of the code</u>. In addition, during a political election, between the date of qualification and final determination on each ballot issue or candidate, the property owner or tenant of each residentially zoned lot may display an unlimited number of yard signs as defined herein. Signs shall not be placed in the right-of-way unless expressly authorized by the community development director in instances where such sign placement would be in a landscaped boulevard located within the right-of-way at the entrance to a common development.

Sec. 20-13. Signage in Planned Development (PD) Districts

For signage proposed as part of a Planned Development (PD) district, an applicant may either:

- (1) submit a signage plan showing all proposed signs in the planned development for approval as part of the PD approval process set forth in Section-Sec. 27-87; or
- (2) submit any proposed signs for review and approval by the community development director, and the community development director shall review the signs in accordance with the standards set forth herein for the zoning classification that would, in their discretion, most closely align with that of the uses associated with the sign(s) proposed in the PD.

Prohibited Signs

ARTICLE II. - PROHIBITED AND EXEMPT SIGNS

Sec. 20-14. **Prohibited Signs**

Except as otherwise provided by this chapter, the following signs are prohibited within the City:

- a. Dilapidated signs, including sign structures.
- b. Animated signs, including balloons, streamers, air or gas filled figures, signs that move mechanically as a result of human activity, wherever located.
- c. Beacon signs/search lights.
- d. Electronic message <u>signs</u>, changeable copy signs, and electronic signs. *Exception:* As expressly permitted in Sec. 20-18, 20-26, and 20-28 herein below.
- e. Multi-faced signs (more than two sides) and tri-vision signs.
- f. Neon (or LED tube or rope lighting resembling neon) window signs larger than 3 square feet in total area.
- g. Pole signs and pylon signs. *Exception:* Wayfinding signs, <u>drive-through signs</u>, <u>freestanding hanging signs</u> and temporary banner signs, may be permitted as set forth herein below.
- h. Portable signs. *Exception:* Signs mounted, wrapped or painted on a moving vehicle are permitted so long as the vehicle is currently being utilized for a properly licensed business and, whenever parked and not utilized for said business, is parked at a designated service/loading and unloading area or at the furthest-available parking space from a right-of-way. Alternatively, such a vehicle may be parked behind the business to which it relates if to do so minimizes the view of the portable sign by the public.
- i. Signs on public rights-of-way other than publicly owned or maintained signs and signs pertaining to railroad crossings.
- j. Signs that contain words, pictures, or statements which are obscene, as defined by O.C.G.A. § 16-12-80, as amended.
- k. Signs that visually simulate an official traffic control device, warning sign, or regulatory sign or which hide from view any traffic control device, signal, or public service sign.
- I. Signs that emit or utilize in any manner any sound capable of being detected on any traveled road or highway by a person with normal hearing abilities.
- m. Signs that interfere with road or highway visibility or obstruct or otherwise interfere with the safe and orderly movement of traffic or which otherwise pose a hazard to traffic due to structural deficiencies in the structure of such signs.
- n. Signs erected by nailing, fastening, or affixing the sign in any manner to any tree, curb, utility pole, natural feature, fence, street sign, or other structure other than wall signs as permitted herein. Exception: -Does not apply to temporary banner signs or fence manufacturer placards.
- o. Signs attached to a fire escape or that obstruct any fire escape, any means of egress or ventilation or shall prevent free passage from one part of a roof to any other part thereof.
- p. Signs that do not conform to City or State building and electrical codes.

Signs that are in violation of the rules and regulations of any zoning district or zoning overlay district.

q. Any sign that is structurally unsound or is a hazard to traffic or pedestrians.

Exempt Signs Exempt from Permit Requirements

- r. -Any sign that changes color(s), flashes, blinks, oscillates, or intimates movement through lighting effect(s) or the use of video display of any kind, and in any way visible from the right-of-way.
- s. A roof sign on a building or any building under 40 feet in total height.

Sec. 20-15. **Exempt Signs Exempt from Permit Requirements**

Other than the following exempt signs, all signs require a permit in accordance with the requirements of this chapter. While exempt signs do not require a permit, they are not exempt from any applicable standards of this chapter and shall be subject to all applicable regulations herein While the following signs do not require a permit, they are not exempt from any applicable standards of this chapter and shall be subject to all applicable regulations hereunder:

- a. Painted signs, decals, or other signs located directly inside or on the window and/or door of the ground floor of a commercial use, if less than 30 percent of the area of a windowpane.
- b. Door signs if less than 3 square feet in total area and not more than one sign per door.
- c. Yard Signs Small. See applicable regulations herein below.
- d. Address placards with a maximum character height of 3 inches in residential districts and 12 inches in non-residential districts and that are erected for the sole purpose of displaying street numbers as may be required by other ordinances, and other signs required by law.
- e. Flags of any fabric or bunting containing colors, patterns, or symbols; attached to a flagpole as a freestanding structure, or a structure attached to a building or to the roof of a building, on a parcel of record and used for the sole purpose of displaying flags, the height of which shall be measured from the average grade. See applicable regulations herein below.
- f. Non-governmental traffic control and directional devices located entirely on private property and are consistent with those found in the manual of uniform traffic control devices in or adjacent to parking areas, and driveways and warning signs located at railroad crossings.
- g. Government mandated signs in compliance with the manual of uniform traffic control devices that comply with the requirements of state law for such signs placed or required to be placed by a government entity.
- h. <u>Drive-throughMenu</u> signs/ordering kiosks placed adjacent to a commercial drive thruough, with a maximum of four such signs per property, so long as any ground-mounted <u>drive-through-menu</u> sign does not exceed 18 square feet and any wall-mounted-menu <u>drive-through-sign</u> does not exceed nine square feet, as well as <u>drive-thru menu sign accessoryassociated</u> panel exchanges.
- i. Sandwich boards. See applicable regulations herein below.
- j. Temporary banner sign for a new business for 60 days prior to the installation of a permanent sign. See applicable regulations herein below.
- k. One neon (or LED tube or rope lighting resembling neon) window sign not larger than 3 square feet in total area per individual tenant suite. No blinking shall be allowed.

Defined Sign Terms

ARTICLE III. - SIGN TERMS & TYPES

Sec. 20-16. **Defined Sign Terms**

In addition to the sign types defined below in this chapter, the following defined terms are used in this chapter:

- a. Abandoned or Dilapidated Sign: Any sign that contains or exhibits broken panels, visible rust, visible rot, damaged support structures, holes on or in the sign structure, broken, missing, loose, or bent parts, faded, or flaking paint, non-operative or partially non-operative illumination or mechanical devices or which is otherwise dilapidated, unsightly, unkempt, or which is located on a property or business without an occupational tax certificate.
- b. **Animated Sign**: Any sign that includes action or motion.
- c. Area of a Sign or Sign Area: The area upon which a message is displayed on any sign consisting of the smallest square, rectangle, triangle, or circle, which encompasses the entire sign message, and excluding the base, apron, supports, border, trim, and other structural members. For double-faced signs, the side of the sign with the largest sign area shall be used in computing the sign area.
- **d.c. Common Development**: A parcel or combination of parcels which share a common development plan, or that are dependent upon one another for access, parking, or utilities.
- e. **Directional Sign**: A permanent representation located near the entrance of a common development, which shows the location or address of the unit designations within the common development.
- <u>d.</u> **Door Sign**: An impermanent sign no greater than 3 square feet erected on a door for communication purposes.
- f.e. **Drive-through Sign**: Any sign located next to a drive-through window or in a drive-through aisle.
- Electronic Message Center (EMC): An electrically activated changeable copy sign having variable message and/or graphic presentation capability that can be electronically programmed by computer or handheld device from a remote location.
- g. Flag: A piece of cloth with distinctive colors or patterns that constitutes the official representation of a governmental or private entity.
- **h. Gasoline Station Pump-Island Sign**: A sign located under a canopy and on top of the pump islands of a service station or convenience store with gas pumps.
- i. **Main Entrance**: The entrance of a building that is intended to be the primary public pedestrian access into and out of the building.
- j. **Parapet**: A low wall or protective barrier that extends vertically above the roof or uppermost floor of a building or other structure.
- k. **Pole Sign**: A permanent sign that is mounted on a freestanding pole or other support that is placed on, or anchored in, the ground and that is independent from any building or other structure.
- I. Portable Sign: Any sign not permanently attached to the ground or other permanent structure; or a sign designed to be transported, including, but not limited to, signs designed to be transported by means of wheels; balloons used as signs; and signs attached to or painted on vehicles while visible from the public right-of-way, except as provided herein. For the purposes of this chapter, sandwich board signs, banners and pole banners as prescribed herein are not considered portable signs.
- m. **Primary Vehicle Entrance**: The entrance that provides vehicular access to a property from a street that is intended to be the main vehicular entrance serving the building or common development.
- n. **Side Façade**: The elevations of a building that are located between the front elevation and the rear elevation.

Defined Sign Types

- o. Sign: A device, fixture, placard, structure, or representation that uses any color, form, graphic, illumination, symbol or writing for visual communication, which is used for the purpose of bringing the subject thereof to the attention of others and is directed to be viewed from any outdoor space. For purposes of this chapter, the term "sign" shall include the structure upon which a sign face is located. Flags and banners shall be included within this definition only as provided elsewhere herein.
- p. **Standard Informational Sign**: A sign with a sign face made for short term use, containing no reflecting elements, flags, or attachments that are not rectangular in proportion and which is mounted on a post, stake or metal frame with a thickness or diameter not greater than three and one half inches, and which is no greater than nine square feet in area. Banners and directional signs are not included in the definition of a standard informational signs. Banners are considered temporary signs.
- **Temporary Sign**: Any sign, banner, pennant, or advertising display intended to be displayed for a limited time period.

Sec. 20-17. Defined Sign Types

The following general sign types are allowed on private property within the City according to the standards and subject to all requirements set forth herein: (a) building mounted signs; (b) ground mounted signs; (c) window signs; and (d) limited duration signs. Signs related to events in public places are governed by Dunwoody Code Sec. 26-279 – Pole Banners. Sign subtypes are defined and illustrated within each general sign type below. Sign lighting types are also defined and illustrated below the sign type tables.

a. Building Mounted Signs

Sign Type	Definition	Example Graphic
Projecting/ Blade Signs	Any sign which projects outward from a building or other structure and extends more than 24 inches horizontally from the plane of the building wall. The signage area must not be parallel to the building.	Political Supplemental Control of the Control of th
Wall Signs	Any sign attached parallel/flat to a wall, painted on the wall surface, or erected and confined within the limits of an outside wall of any building or structure, which is supported by such wall or building, and which displays only one sign surface.	wall sign

Building Mounted Signs

Sign Type	Definition	Example Graphic
Awning Signs	Any sign painted on, or applied to, an awning. Lettering, logos, or symbols are permitted on the valance and sloping portion.	A writing Sign. Awring Sign.
Canopy Signs	Any sign that is part of or attached to a canopy.	CANOY SIGN
Painted Wall Mural Signs	A large picture/image (including but not limited to painted art) which is painted, constructed, or affixed directly onto a vertical building wall, which may or may not contain text, logos, and/or symbols.	Painted Mural Sign
Building Entrance Wall Signs	A sign that is located on a wall immediately adjacent to the entrance of a building.	BUILDING ENTRANCE SIGN

Building Mounted Signs

Sign Type	Definition	Example Graphic
Roof Signs	A sign attached to or supported by the roof of a multi-story building, or a sign that extends into and/or above the immediately adjacent roof line of the building irrespective of attachment point, or a sign that wholly or partially encroaches upon any roof line of a building, or a sign attached to, encroaching into or extending above the sloping phase of a mansard roof or faux mansard roof, or any combination thereof.	Roof Sign

Ground Mounted Signs

b. **Ground Mounted Signs**

Sign Type	Definition	Example Graphic
Monument Sign	A two-sided sign attached to a permanent foundation or fastened to a base and not attached or dependent upon any structure, pole, post or similar support.	Monument Sign 1
Residential Monument Sign	A monument sign, containing only one sign face, erected at the entrance to a residential common development from public right-of-way not included within that development. A monument sign permitted in residential areas which contains only one distinct signage area within the sign face for the purpose of identifying the entrance of a residential common development from a street.	Monument Sign
Wayfinding Signs	Signs within a common development that facilitate the movement of traffic throughout the development. Signs that direct traffic or pedestrians towards a point of interest that are visible from a public right-of-way.	WAYFINDING SIGN
Freestanding Hanging Signs	A sign which is not attached to a building and which hangs from a support structure attached to a supporting structure attached to the ground.	Free Standing Hanging Sign

Window & Door Signs

c. Window & Door Signs

Sign Type	Definition	Example Graphic
Window and Door Sign	Any sign that is placed on or in the panes of glass of a window opening or door that is either inside or outside a building containing a non-residential commercial use and is oriented to be viewed from the exterior of the structure. Customary displays of merchandise behind a store window are not considered window signs. Any sign within 60 inches of the inside surface of a window and facing the outside will count toward the allotment of total permitted window signage.	WINDOW SIGN I Door Sign

d. Limited Duration Signs

Sign Type	Definition	Example Graphic
Banner Sign	A sign with or without characters, letters, illustrations, or ornamentations applied to flexible material.	BANNER SIGN
Patio Umbrella Sign	Any lettering or symbol that is printed, painted, or affixed to a table or patio umbrella.	TLOGO

Limited Duration Signs

Sign Type	Definition	Example Graphic
Sandwich Board Sign	A single or double-faced, hinged or unhinged, temporary sign designed to be used on a sidewalk or pedestrian way.	Sandwich
Yard Signs	A type of non-permanent, sign that is located on private property that can be displayed for a limited duration of time.	Yard Sign
Entrance Wall Banner	An impermanent sign erected at the entrance to a residential common development which may be affixed to a common development wall sign, to a wall, to a fence, or may be freestandingmay be affixed to a common development wall sign. These signs may not be erected at the entrances to individual residences.	Friedrick Wolf

Gasoline/EV Charging Station Pump-Island Signs

Sec. 20-18. Gasoline/EV Charging Station Pump-Island Signs

In addition to the sign types otherwise allowed in this chapter, gasoline and/or electric vehicle charging stations with pump/charging station islands may have signage located under a canopy and on top of the pump/charging station islands of a service station or convenience store with gas pumps, subject to the following limitations:

- a. Within the limits of the canopy covering the pump islands, one sign of <u>a</u> maximum area of 6 square feet each per canopy face facing a street frontage.
- b. Within the limits of the canopy covering the pump islands, pump-island signs shall be limited to no more than two signs per island, not to exceed 4 square feet per sign; provided, however, total square footage of all pump island signs shall not exceed 24 square feet.
- c. If a separate accessory drive-through car wash building is located on site, one additional wall sign, not to exceed 5 square feet per sign, may beis permitted. In addition, one additional freestandingdrive-through menu sign/ordering kiosk is permitted per adjacent to each customer drive-through lane (if applicable). That drive-through sign may not exceed 18 square feet if ground-mounted or 9 square feet if wall-mounted.
- d. Notwithstanding the foregoing, in accordance with state law, changeable copy signs are allowable when accessory to a service station as follows: fuel pricing information shall be a fixed; nonintermittent, static message with no wipes, fades, flashes or similar effects; LED, LCD, and/or electronic lighting is permissible for fuel pricing only.
- e. Notwithstanding the foregoing, LCD panel or LED backlit video screens embedded in pumps/charging stations are permitted so long as they are no larger than 21 inches measured diagonally.

Sec. 20-19. Address Placards

When address numerals in residential districts are located on a placard, the placard shall be no larger than 3 square feet. Address placards may be indirectly illuminated for purposes of more easily identifying the address for safety and convenience purposes.

Sec. 20-20. Flags and Flag Poles

- a. A property shall not have more than four flag poles. *Exception:* Flag poles located on properties used for a quasi-public/institutional use may have more than four flag poles.
- b. All flags shall be displayed on a flagpole or according to recognized flag etiquette and may be indirectly illuminated. In non-residential districts, flagpoles shall not exceed the maximum building height applicable for the zoning district, or 60 feet, whichever is less. Flagpoles in residential districts shall not exceed the lesser of 25 feet in height or the height of the primary structure on the lot.

The maximum dimensions of any flag shall be proportional to the flagpole height as set forth in the following table. The hoist side of the flag shall not exceed 20 percent of the vertical height of the flagpole when ground mounted.

Pole Height (Max.) (ft.)	Flag Size (Max.) (sq. ft.)
Up to 25	24
25—39	40
40—49	60

Electronic Message Center (EMC) and Manual Changeable Copy

Pole Height (Max.) (ft.)	Flag Size (Max.) (sq. ft.)
50—60	96

Sec. 20-21. Electronic Message Center (EMC) and Manual Changeable Copy

- a. Electronic message centers shall be permitted as a component of gasoline station signage, quasipublic/institutional uses, and in the Perimeter Center Overlay Districts in accordance with the following standards:
 - No sign containing an electronic message center shall be located within 125 feet of any signalized intersection as measured from the point where the existing right-of-way lines of the intersecting streets meet. In a case where a rounded or cut property corner exists, this measurement shall be taken from the point of the intersection of the existing rights-of-way lines, as extended. The distance shall be measured along the right-of-way line from the point of intersection. (See graphic illustration above.)



- 2. Any electronic message center that is located within 300 feet of any residential use must automatically turn off between the hours of 11:00 p.m. and 6:00 a.m. daily.
- 2.3. An electronic message sequence must remain static for a minimum of ten seconds before the next message appears.
- 3.4. An electronic message sequence must be accomplished by means of fading or dissolving but shall not scroll, travel or flash. A transition sequence must be completed in no less than 8 seconds.
- 4.5. No portion of any sign may change its message or background in a manner or by a method of display characterized by motion, other than fading or dissolving, or pictorial imagery or depicts action or a special effect to imitate movement, or the presentation of pictorials or graphics displayed in a progression of frames that give the illusion of motion or the illusion of moving objects, moving patterns or bands of light or expanding or contracting shapes.
- 6. Electronic message centers shall be designed to either freeze the display in one static position, display a full black screen, or turn off in the event of a malfunction.
- 5.7. Lighting of electronic message signs is limited to 0.3 footcandles above ambient conditions as measured at the following distances:-

<u>Sign area (Sq ft.)</u>	<u>Distance (ft.)</u>
<u>≤ 100</u>	<u>100</u>
<u>101 – 300</u>	<u>150</u>

Construction Fence Wrap

Sign area (Sq ft.)	<u>Distance (ft.)</u>
<u>> 300</u>	<u>200</u>

- 6.8. Portable electronic message signs are prohibited. No electronic message center shall be permitted to be included as part of any limited duration sign.
- b. Manual changeable copy signs are permitted only when integrated into signage for a quasi-public/institutional use or as permitted for a gasoline station.

Sec. 20-22. Construction Fence Wrap

- a. Wraps are allowed on fences securing construction sites for the duration of the construction activity.
- b. The wrap must be removed prior to issuance of a Certificate of Occupancy.
- c. The fence wrap must be maintained in good condition and be properly attached to the fence.
- d. Messages, logos, renderings, or similar information may not exceed 40 percent of the total area of the fence wrap.

Construction Fence Wrap

Certain sign types may be illuminated as indicated herein.- The type of lighting depends on the sign type and district in which it is located as set forth herein.- The following defines and provides example depictions of the various sign lighting types used in this chapter.

Sign Lighting Type	Definition	Example Graphic
Direct Lighting	A specific style of illumination where the source of light is internal and integral to the sign structure and where the resultant illumination radiates out in the direction of the viewer. This designation includes facelighted channel letters and sign panels with routed and push-through graphics (backlit).	NoXy
Internal Box Lighting	Signs that use a lightbox configuration where a light fixture is inside a box with the front surface consisting of a translucent panel that becomes illuminated on which information is displayed.	charles SCHWAB
Shadow/Halo Lighting	A specific style of illumination where the sign face and returns are mounted on standoffs away from the wall which project illumination to the wall surface giving the sign a halo effect. In some instances, lighting that creates a shadow/halo effect may be located on the interior of the lettering – this is permissible if the light radiation is not visible on the front surface of lettering, logos, or symbols, and the front is entirely opaque.	L'ORDSHOUER
Indirect Lighting	A specific style of illumination where the source of light is external to, and independent of, the sign structure, and the illumination radiates toward the message area away from the viewer. This includes goose neck, linear sign lights, and ground mounted spotlights.	WIAGE OF PHILERIP

Sign Standards: Residential Districts (R, RA, RM, DV-3 Districts)

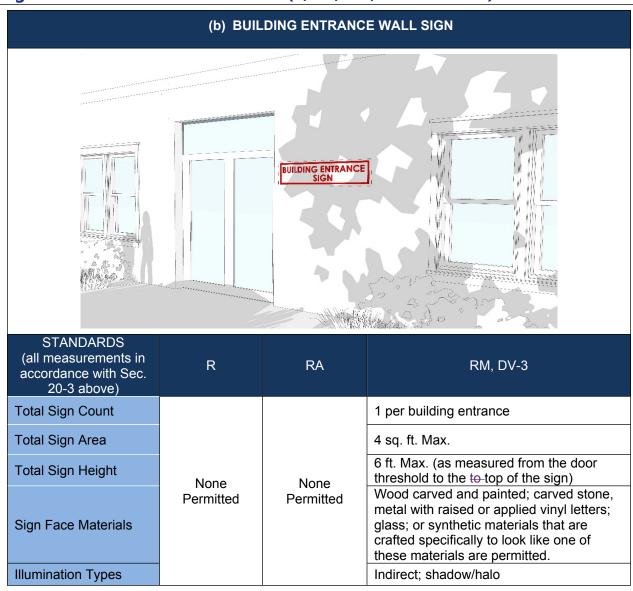
ARTICLE V. - SIGN STANDARDS

The appropriate sign type, dimension, location, and lighting type are determined by applicable district. For purposes of this chapter, zoning districts are categorized as Residential Districts (all R, RA, RM, DV-3 districts), Office Districts (O-I, O-I-T, O-D, OCR), Commercial and Industrial Districts (NS, C-1, CR-1, C-2, M, DV-1, DV-2, DV-4), and the Perimeter Center Overlay Districts. Additionally, due to their unique situation in the city, this chapter includes specific standards for quasi-public/institutional uses or of the zoning district in which they are located.

Sec. 20-23. Sign Standards: Residential Districts (R, RA, RM, DV-3 Districts)

(a) RESIDENTIAL DEVELOPMENT MONUMENT SIGN						
Monument Sign						
STANDARDS (all measurements in accordance with Sec. 20-3 above)	R	RA	RM, DV-3			
Total Sign Count	Two per common development entrance situated on either side of primary vehicular entrance; one sign per					
Sign Area	32 sq. ft. Max.		sign.			
Total Sign Height B						
Sign Face Materials	Wood carved and painted; carved stone, metal with raised or applied vinyl letters; glass; or synthetic materials that are crafted specifically to look like one of these materials are permitted.					
Sign Base Materials	Brick or natural stone					
Illumination Types	Indirect; shadow/halo					
Setback from R.O.W.	5 ft. Min.					

Sign Standards: Residential Districts (R, RA, RM, DV-3 Districts)

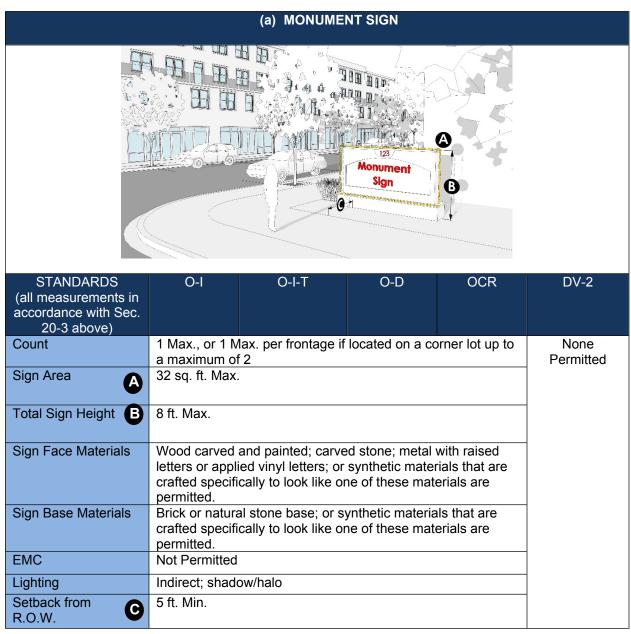


Sign Standards: Residential Districts (R, RA, RM, DV-3 Districts)

(c) LIMITED DURATION SIGNS					
STANDARDS (all measurements in accordance with Sec. 20-3 above)	R	RA	RM, DV-3		
YARD SIGN – SMALL					
Total Sign Count	5 Max.		1 Max. per building; total of 5 Max. signs per common development (not per tenant suite)property		
Total Sign Area Per Lot	30 sq. ft. Max.		30 sq. ft. Max.		
Total Area Per Sign	6 sq. ft. Max.				
Total Sign Height	3 ft. Max.				
Materials (sign and supports)	Metal or wood s	supports; vinyl, plastic	, metal, wood face		
Illumination Types	Not Permitted				
Setback from R.O.W.	3 ft. Min.				
YARD SIGN – LARGE					
Total Sign Count			2 Max.		
Location	1 Max.Not Perr Street yard	<u>nitted</u>	Within 100 ft. of primary vehicular entrance		
Total Sign Area	6 sq. ft. Max. 6 ft. Max.		12 sq. ft. Max.		
Total Sign Height	Metal or wood s	supports; vinyl,	<u>6 ft. Max.</u>		
Materials (sign and supports)	plastic, metal, c	or wood face	Metal or wood supports; vinyl, plastic, metal, or wood face		
Illumination Types	5 ft. Min.		Not Permitted		
Setback from R.O.W.			<u>5 ft. Min.</u>		
ENTRANCE WALL BANNER 4			ing banners not permitted)		
Location	Main common or residences)	development entrance	only (not on individual		
Total Sign Area	30 sq. ft. Max.				
Total Sign Height	Not higher than entrance wall, wall, or fence; 6 ft. Max if freestandingNot higher than entrance wall				
Materials (sign and supports)	Affixed to wall				
Illumination Types	Not Permitted				
Setback from R.O.W.	Same as entrance wall, wall, or fence if affixed on entrance wall, wall, or fence; 5 ft. Min. if freestandingSame as entrance wall				
Duration	Permitted for a duration no longer than <u>2</u> 4 months total each calendar year				

Sec. 20-24. Sign Standards: Office Districts (O-I, O-I-T, O-D, OCR, DV-2)

Where a single building is located on a property, a property owner or authorized agent may choose from any two different permanent sign types listed below. Where multiple buildings are located on a property as part of a common development, a property owner or authorized agent may choose one building mounted sign per building, or one building mounted sign per tenant suite with an exterior pedestrian entrance, if applicable, and one ground mounted sign per vehicular entrance.

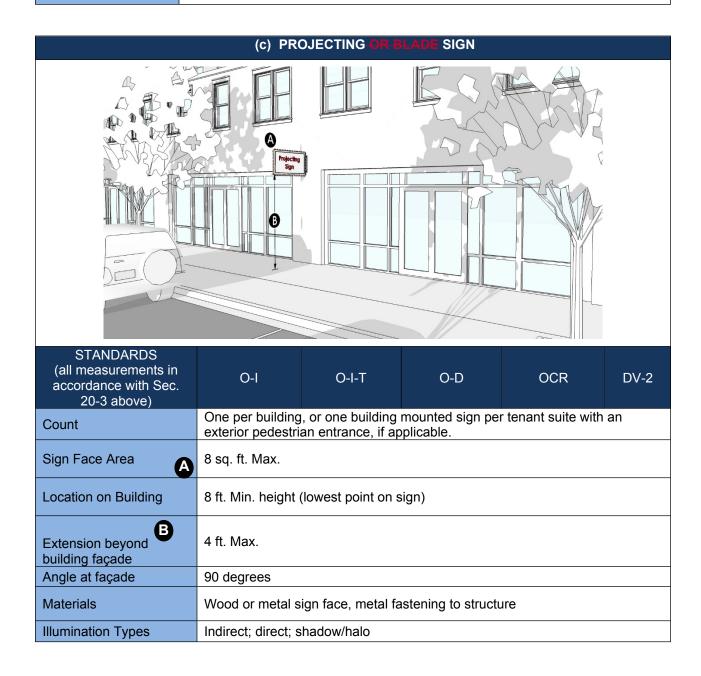


		(b) WALL	SIGN		(b) WALL SIGN					
			Wall Sign							
STANDARDS (all measurements in accordance with Sec. 20-3 above)	O-I	O-I-T	O-D	OCR	DV-2					
Count	one. Limit of or sign on each s parking lot. Multi-tenant buone. Limit of or of a building co	ouilding: Max. of nume sign per façade treet-facing façade tilding: Max. of nume sign per tenant sould have one wall ign on the rear tena	E.g., a corner by and one wall sign her of tenant suite façade. E.g. sign on each street	uilding could have in on the rear faç te façades facing ., a tenant suite a eet-facing tenant	e one wall ade facing the g a street plus at the corner suite façade					
Sign Face Area	Single tenant building up to 30,000 square feet: Max. of 10% of façade area of the façade the sign is placed onto or up to 120 square feet, whichever is less. Single tenant building greater than 30,000 square feet: Max. of 10% of façade area of the façade the sign is placed onto or up to 180 square feet, whichever is less. Multi-tenant building up to 30,000 square feet: Max. of 10% of façade area of the tenant suite façade area the sign is placed onto or up to 120 square feet, whichever is less. Multi-tenant building greater than 30,000 square feet: Max. of 10% of façade area of the tenant suite façade area the sign is placed onto or up to 180 square feet, whichever is less.									
Materials		raceway; painted d n public view ; route								
Illumination Types	Indirect, shado									
Location on Building	suites with exte	t; 16 ft. Max. heigh erior main pedestri not be higher than o rance.	an entrances in w	which case the lov	west point of					

Location and Setbacks

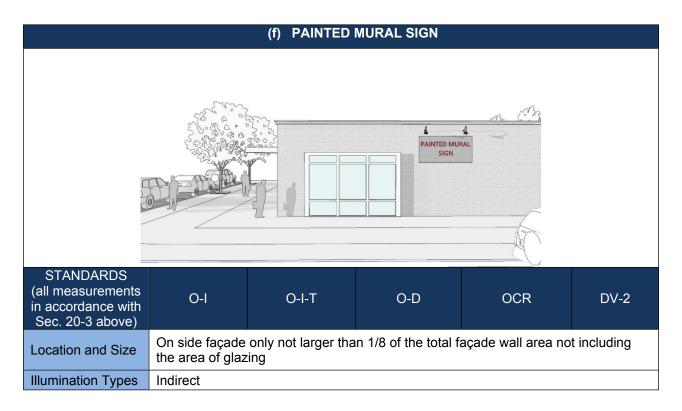
Flush with front corner or front side corner wall not protruding more than 12 inches from wall

Flush with wall not protruding more than 24 inches from wall



(d) CANOPY SIGN AND AWNING SIGN **CANOPY SIGN AWNING SIGN CANOPY SIGNS STANDARDS** (all measurements in O-I O-I-T O-D **OCR** DV-2 accordance with Sec. 20-3 above) One per building at main pedestrian entrance, or one per tenant suite with an Count exterior pedestrian entrance, if applicable. Location Affixed above canopy or on front face of canopy. If one per building: 1 sq. ft. per linear foot of width of ground floor glazing over which the awning is located. Sign Face / Lettering Area A If one building mounted sign per tenant suite with exterior pedestrian entrance: 1 sq. ft. per linear foot of width of tenant suite pedestrian entrance doors. Indirect Illumination Types **AWNING SIGNS STANDARDS** (all measurements in O-I O-I-T O-D **OCR** DV-2 accordance with Sec. 20-3 above) One per building, or one building mounted sign per tenant suite with an exterior Count pedestrian entrance, if applicable. Sign Face Area A 75% of valance area Max.; 25% sloping portion area Max. (% of awning) Materials Metal supports; vinyl or fabric face **Illumination Types** Indirect Lettering may not extend beyond the awning and a single row of lettering may B Lettering not cover both the valance and sloping portion.

		(e) WAYFINDI	NG SIGN			
		A WAYFINDING SIGN				
STANDARDS (all measurements in accordance with Sec. 20-3 above)	O-I	O-I-T	O-D	OCR	DV-2	
Count	Max. 2 per curb	cut				
Sign Face Area	6 sq. ft. Max.					
Total Sign Height	3 ft. Max.					
Supports	Shall be mounted	Shall be mounted on base of same material as sign.				
Illumination Types	Direct; indirect;	shadow/halo				



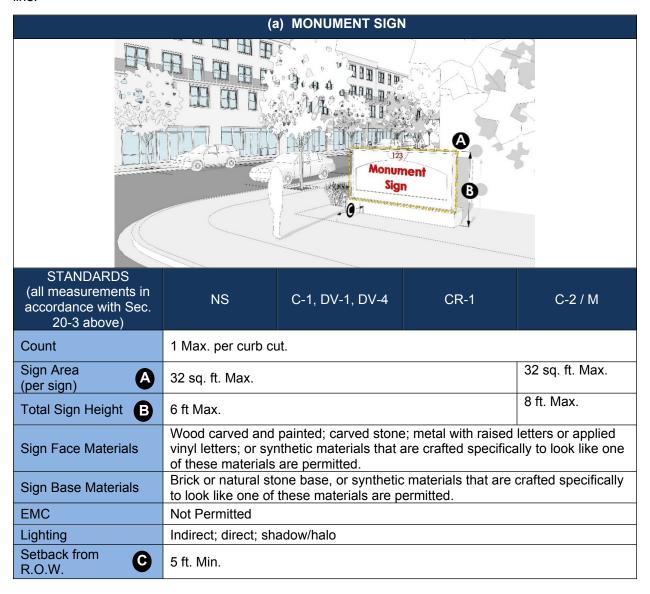
(g) Freestanding Hanging SignFREESTANDING HANGING SIGN					
Free Standing Hanging Sign					
STANDARDS (all measurements in accordance with Sec. 20-3 above)	O-I	O-I-T	O-D	OCR	DV-2
Count	1 Max. per	curb cut			
Height and Material	Sign face shall be hanging from wood or metal supports no taller than 5 feet; sign face shall be wood or metal.				
Sign Face Area	8 sq. ft. Max.				
Location		No less than 20 feet from the building pedestrian entrance; not less than 5 feet from the R.O.W.			
Illumination Types	Indirect				

(h) LIMITED DURATION SIGNS						
(Cho	(Chose two of any different limited duration signs below at any given time)					
STANDARDS (all measurements in accordance with Sec. 20-3 above)	O-I O-I-T O-D OCR DV-2					
PATIO UMBRELLA SIG						
Location	Outdoor dining a	•				
Logo Area	Max. 20% of total	al umbrella area;	every other pane	el left blank		
Materials	Embroidered or	imprinted on car	vas or umbrella			
Illumination Types	Not Permitted					
Duration	During business	hours only; umb	orellas shall be clo	sed after busine	ess hours	
YARD SIGN – SMALL						
Total Area of SignsCount	36 sq. ft. Max1 N	Max. per lot or 1	Max. per tenant s	<u>uite</u>		
Total Area Per Sign	6 sq. ft. Max.					
Total Sign Height	3 ft. Max.					
Materials (sign and supports)	Metal or wood s	upports; vinyl, pl	astic, metal, wood	d face		
Illumination Types	Not Permitted					
Setback from R.O.W.	3 ft. Min.					
YARD SIGN – LARGE						
Count	1 Max. per lot; 2	Max per commo	on development			
Total Area Per Sign	12 sq. ft. Max.					
Total Sign Height	6 ft. Max.					
Materials (sign and supports)	Metal or wood supports; vinyl, plastic, metal, wood face					
Illumination Types	Not Permitted					
Setback from R.O.W.	5 ft. Min.					
TEMPORARY BANNER						
Count	If attached to the building, then 1 per tenant suite with exterior pedestrian entrance; if attached to a fence, freestanding or retaining wall or ground mounted, then one per property or up to two per common development					
Materials	Cloth or vinyl					
Total Area Per Sign	36 sq. ft. Max.					
Duration	14-day permit up to 6 times per year					
Illumination Types	Not Permitted					

Sec. 20-25. Commercial and Industrial Districts (NS, C-1, CR-1, C-2, M, DV-1, DV-4)

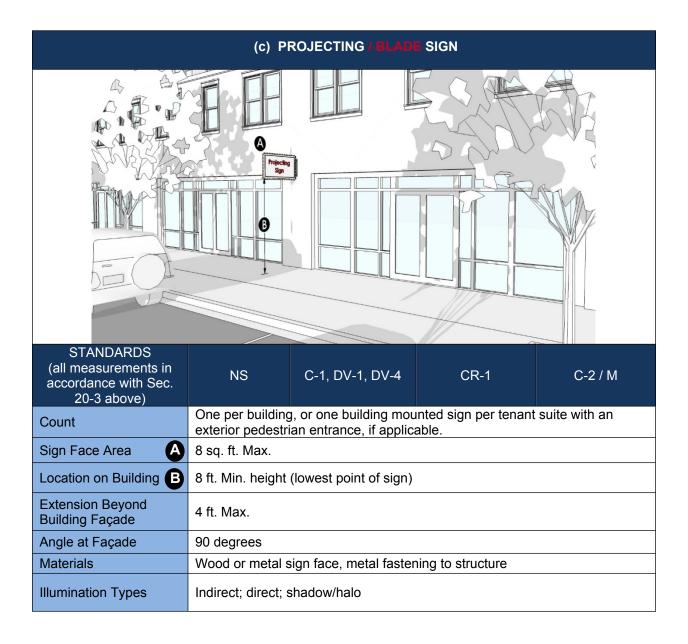
Where a single building is located on a property, a property owner or authorized agent may choose from any two different permanent sign types listed below. Where multiple buildings are located on a property as part of a common development, a property owner or authorized agent may choose one building mounted sign per building, or one building mounted sign per tenant suite with an exterior pedestrian entrance, if applicable, and one ground mounted sign per vehicular entrance.

The sign regulations applicable to the C-1 district shall apply to all signage within Dunwoody Village (DV-1 and DV-4 districts); provided, however, that no monument sign shall be located in any street yard of any property within any of the DV-1 and DV-4 districts where the building is located closer than 20 feet to the lot line.



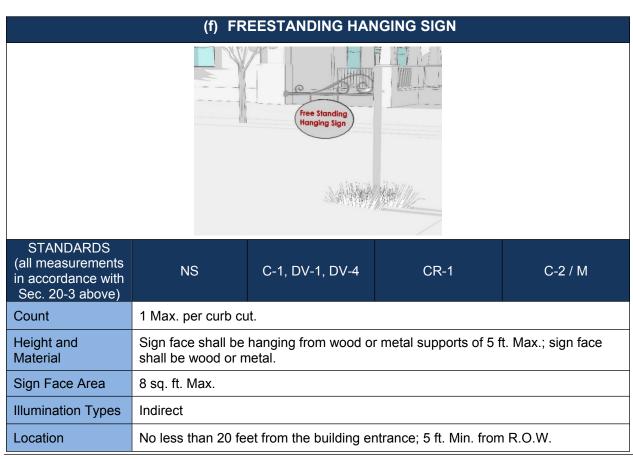
	(b) WALL SIGN					
			A Sall Sign			
STANDARDS (all measurements in accordance with Sec. 20-3 above)	NS	C-1, DV-1, DV-4	CR-1	C-2 / M		
Count	Single tenant building: Max. of number of building façades facing a street plus one. Limit of one sign per façade. <i>E.g.</i> , a corner building could have one wall sign on each street-facing façade and one wall sign on the rear façade facing the parking lot. Multi-tenant building: Max. of number of tenant suite façades facing a street plus one. Limit of one sign per tenant suite façade. <i>E.g.</i> , a tenant suite at the corner of a building could have one wall sign on each street-facing tenant suite façade and one wall sign on the rear tenant suite façade facing the parking lot.					
Sign Face Area	Single tenant building up to 30,000 square feet: Max. of 10% of façade area of the façade the sign is placed onto or up to 120 square feet, whichever is less. Single tenant building greater than 30,000 square feet: Max. of 10% of façade area of the façade the sign is placed onto or up to 180 square feet, whichever is less. Multi-tenant building up to 30,000 square feet: Max. of 10% of façade area of the tenant suite façade area the sign is placed onto or up to 120 square feet, whichever is less. Multi-tenant building greater than 30,000 square feet: Max. of 10% of façade area of the tenant suite façade area the sign is placed onto or up to 180 square feet, whichever is less.					
Materials	components con permitted.	ceway; painted directl cealed from public vie				
Illumination Types	Indirect, shadow		roont whore there are	upper floor to sent		
Location on Building		16 ft. Max. height.; ex or main pedestrian er				

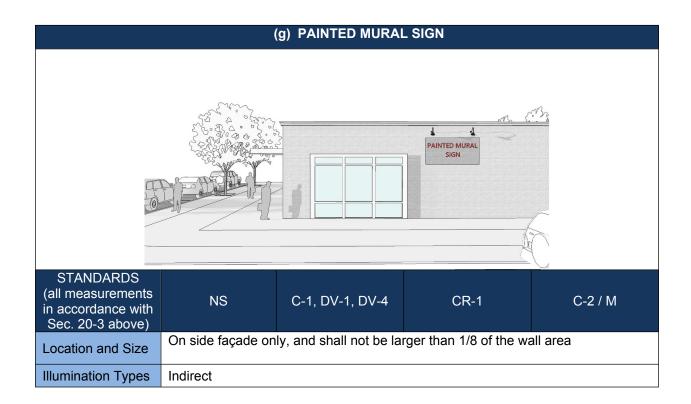
	the sign shall not be higher than one foot above the highest point of the pedestrian entrance.
Location and Setbacks	Flush with wall not protruding more than 24 inches from wall on which it is affixed



	(d) CANOPY SIGN AND AWNING SIGN					
	CANOPY SIGN		AWNING SIG	Awaring Sign A		
		CANOPY SIGN				
STANDARDS (all measurements in accordance with Sec. 20-3 above)	NS	C-1, DV-1, DV-4	CR-1	C-2 / M		
Count		main pedestrian ent	rance, or one per tena le.	ant suite with an		
Location	Affixed above cano					
Sign Face / Lettering Area	which the awning is If one building mou	s located. nted sign per tenant	ot of width of ground fl suite with exterior ped uite pedestrian entran	lestrian entrance: 1		
Illumination Types	Indirect					
		AWNING SIGN				
STANDARDS (all measurements in accordance with Sec. 20-3 above)	NS	C-1, DV-1, DV-4	CR-1	C-2 / M		
Count	1 Max. per building, or one building mounted sign per tenant suite with an exterior pedestrian entrance, if applicable.					
Sign Face Area (% of awning)	75% valance area Max.; 25% sloping portion area Max.					
Materials	Metal supports; vinyl face					
Illumination Types	Indirect					
Lettering B		extend beyond the aw nce and sloping porti	rning and a single row on	of lettering may not		

		(e) WAYFINDING	SIGN		
		WATFRIDING			
STANDARDS (all measurements in accordance with Sec. 20-3 above)	NS	C-1, DV-1, DV-4	CR-1	C-2 / M	
Count	2 Max. per curb cu	ut			
Sign Face Area	6 sq. ft. Max.				
Sign Total Height	3 ft. Max.				
Supports	Shall be monumer	nt style <u>mounted</u> on ba	se of same material a	s sign	
Illumination Types	Direct; indirect; sh	adow/halo			



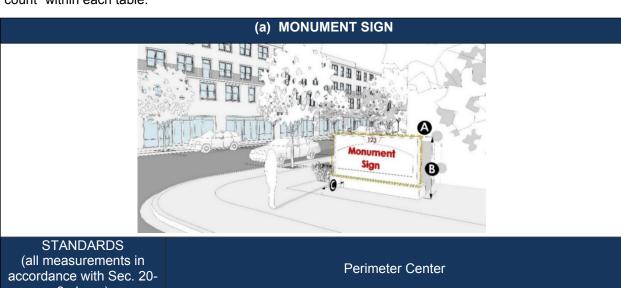


Commercial and Industrial Districts (NS, C-1, CR-1, C-2, M, DV-1, DV-4)

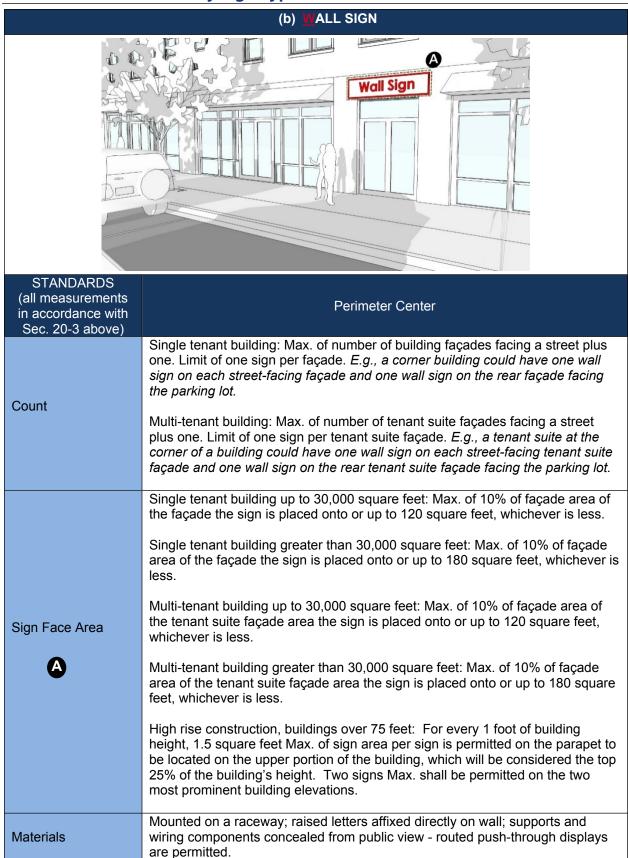
(h) LIMITED DURATION SIGNS				
(Chose two	(Chose two of any different limited duration signs below at any given time)			
STANDARDS (all measurements in accordance with Sec. 20-3 above)	NS	C-1, DV-1, DV- 4	CR-1	C-2/M
PATIO UMBRELLA SIGN				
Location	Outdoor dining	area and patio are	ea only	
Logo Area			every other panel bla	ank
Materials	Embroidered or imprinted on canvas or umbrella			
Illumination Types	Not Permitted			
Duration	During busines hours	s hours only – um	brellas shall be close	ed after business
SANDWICH BOARD SIGN (1 p	permitted per ten	ant suite with exte	rior pedestrian entra	nce)
Sign Face Area (each of two sides)	6 sq. ft. Max.			
Location		re buildings are ewalks only; must in 3 ft. of the	Not Permitted	Not Permitted
Board Width	24 inches Max.		1 TOC 1 OMMICOG	Troct offinition
Board Height	36 inches Max.	•		
Materials	Plastic not perr	mitted		
Illumination Types	Not Permitted			
Duration CMALL	During busines	s nours only		
YARD SIGN – SMALL	36 sq. ft. Max. 1 Max. per lot or 1 Max. per tenant suite			
Total Area of SignsCount Total Area Per Sign	6 sq. ft. Max.	i Max. per lot or i	wax. per teriant suit	<u>e</u>
Total Sign Height	3 ft. Max.			
Materials (sign and supports)		supports; vinyl, pla	astic, metal, wood fac	ce
Illumination Types	Not Permitted	7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	,	
Setback from R.O.W.	3 ft. Min.			
YARD SIGN – LARGE				
Count		2 Max. per commo	on development.	
Total Area Per Sign	12 sq. ft. Max.			
Total Sign Height	6 ft. Max.			
Materials (sign and supports)	Metal or wood supports; vinyl, plastic, metal, wood face			
Illumination Types	Not Permitted			
Setback from R.O.W.	5 ft. Min.			
TEMPORARY BANNER SIGN				
Count	pedestrian entr	ance; if attached to	per tenant suite with o a fence, wall or gro o per common devel	ound mounted,
Materials	Cloth or vinyl			
Total Area Per Sign	36 sq. ft. Max.			
Duration	14-day permit up to 6 times per year			
Illumination Types	Not Permitted			

Sec. 20-26. Perimeter Center – Primary Sign Types

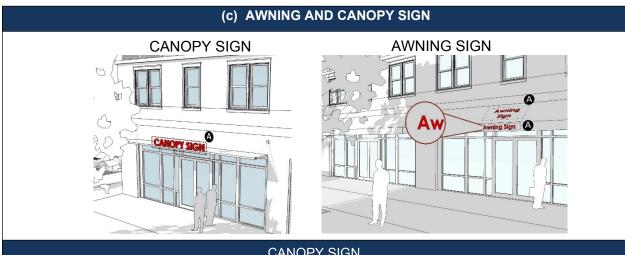
Within the Perimeter Center Overlay Districts, the sign types below are categorized as primary sign types or secondary sign types. Each property shall be permitted to choose from two primary sign types. Properties may also install the number of permitted secondary sign types as permitted for each sign type per the listed "count" within each table.



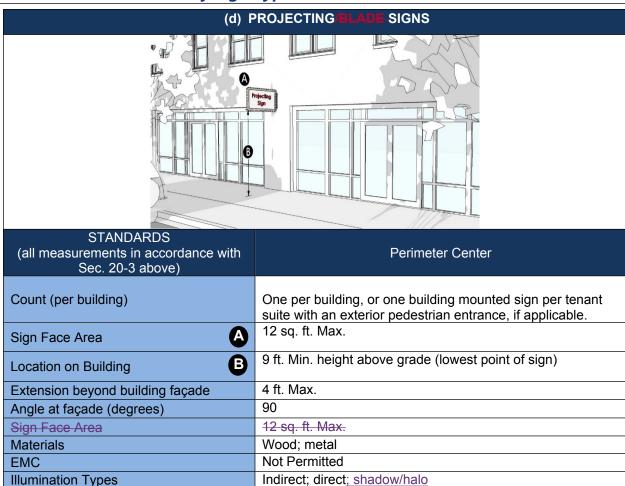
STANDARDS (all measurements in accordance with Sec. 20-3 above)	Perimeter Center
Count	2 Max. per vehicular entrance up to 10 Max. per common development
Location	Street yard(s) only
Sign Face Area (per sign)	36 sq. ft. Max.
Total Sign Height B	6 ft. Max.
Sign Face Materials	Wood carved and painted; carved stone; metal; glass with raised or applied vinyl letters; or synthetic materials that are crafted specifically to look like one of these materials are permitted.
Sign Base Materials	Brick; natural stone; stucco; or synthetic materials that are crafted specifically to look like one of these materials are permitted.
Sign Base Height	1 ft. Min. / 3 ft. Max.
Illumination Types	Indirect; direct; shadow/halo
Setback from R.O.W.	10 ft. Min.
EMC	Maximum of 40% of total sign face area may be EMC on up to four total monument signs; EMC prohibited on all others



Illumination Types	Indirect; direct; shadow/halo
Sign Location on Building	9 ft. Min. height above grade; 24 ft. Max. height above grade; except where there are upper floor tenant suites with exterior main pedestrian entrances in which case the lowest point of the sign shall not be higher than one foot above the highest point of the pedestrian entrance.
Location and Setbacks	Flush with wall not protruding more than 24 inches from wall on which it is affixed



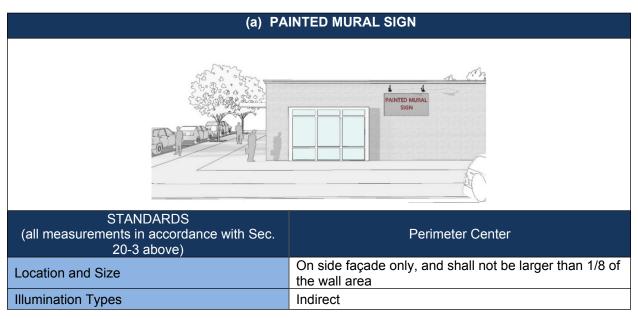
CANOPY SIGN		
STANDARDS (all measurements in accordance with Sec. 20-3 above)	Perimeter Center	
Count (per building)	One per building at main pedestrian entrance, or one per tenant suite with an exterior pedestrian entrance, if applicable.	
Location	Affixed above canopy; front face of canopy	
Sign Area Dimensions	If one per building: 1 sq. ft. per linear foot of width of ground floor glazing over which the awning is located. If one building mounted sign per tenant suite with exterior pedestrian entrance: 1 sq. ft. per linear foot of width tenant suite pedestrian entrance doors.	
Illumination Types	Indirect; direct	
AWNING SIGN		
Count (per building)	One per building, or one building mounted sign per tenant suite with an exterior pedestrian entrance, if applicable.	
Sign Face Area (% of awning)	50% valance area Max.; 25% sloping portion area Max.	
Materials	Metal supports; cloth or vinyl face	
Illumination Types	Indirect, direct	

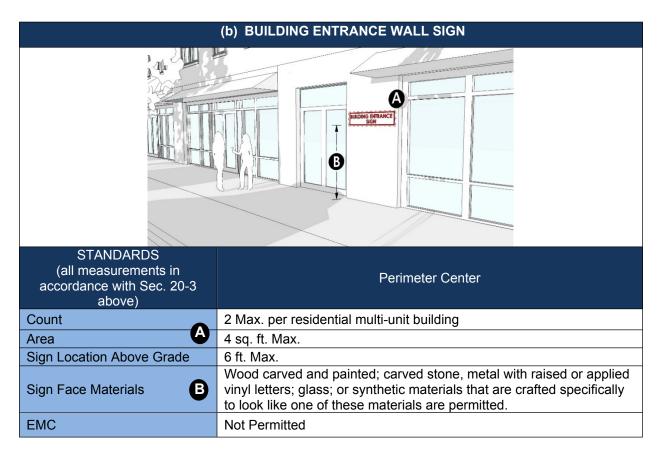


Perimeter Center – Secondary Sign Types

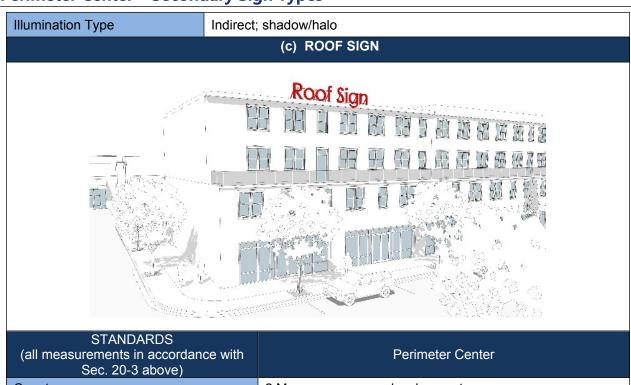
Sec. 20-27. Perimeter Center – Secondary Sign Types

Within the Perimeter Center Overlay Districts, the sign types below are categorized as secondary sign types. Each property shall be permitted to choose from two secondary sign types. Properties may also-install the number of permitted secondary sign types as permitted for each sign type per the listed "count" within each table.

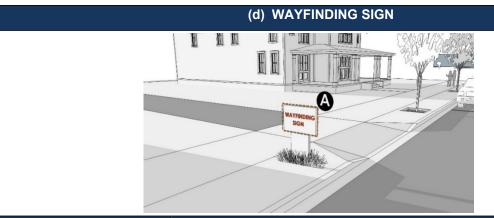




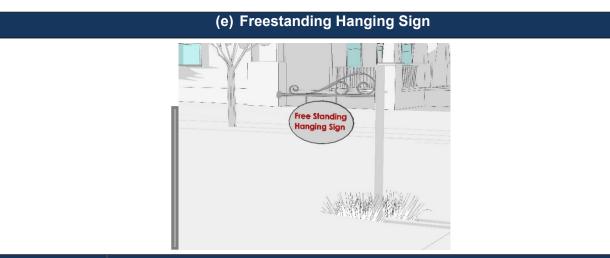
Perimeter Center – Secondary Sign Types



STANDARDS (all measurements in accordance with Sec. 20-3 above)	Perimeter Center
Count	2 Max. per common development
Materials	Wood carved and painted; carved stone, metal with raised or applied vinyl letters; glass; or synthetic materials that are crafted specifically to look like one of these materials are permitted.
Sign Face Area	80 sq. ft. Max.
Supports	Any so long as not visible from ground view.
EMC	Not Permitted
Illumination Types	Indirect; Direct; Individual Bulb Lighting; Shadow/Halo
Setback (from edge of roof)	5 ft. Max.
Total Sign Height (above roof)	10 ft. Max. (highest point of sign)
Roof Types	Roof signs are not permitted on pitched roofs, hip roofs, or gambrel roofs.
Building Height	40 ft. Min.



STANDARDS (all measurements in accordance with Sec. 20-3 above)	Perimeter Center	
Count	2 Max. per curb cut and up to 2 per acre Max. internal to common development	
Sign Face Area	6 sq. ft. Max.	
Supports	Shall be monument stylemounted on base of same material as sign	
Illumination Types	direct; indirect; shadow/halo	
EMC	50% of total sign face area may be EMC Max.	
Total Sign Height	3 ft. Max.	



STANDARDS	Perimeter Center
Height and Material	Sign face shall be hanging from wood or metal supports 5 ft. Max.; sign face shall be wood or metal.
Sign Face Area	8 sq. ft. Max.
Location	No less than 20 feet from the building entrance; 5 ft. Min. from R.O.W.
Illumination	Not Permitted

(Choose two of any different limited duration signs below at any given time) STANDARDS (all measurements in accordance with Sec. 20-3 above) PATIO UMBRELLA SIGNS Location Logo Area Max. 20% of total umbrella area; every other panel blank Materials Illumination Types Duration YARD SIGN – SMALL Total Area of SignsCount Total Area Per Sign 6 sq. ft. Max. Materials (sign and supports) Metal or wood supports; vinyl, plastic, metal or wood face Illumination Types Not Permitted Max. Metal or wood supports; vinyl, plastic, metal or wood face Sethoals form D.O.W. Sethoals form
STANDARDS (all measurements in accordance with Sec. 20-3 above) PATIO UMBRELLA SIGNS Location Outdoor dining area of patio area only Logo Area Max. 20% of total umbrella area; every other panel blank Materials Embroidered or imprinted on canvas or umbrella Illumination Types Not Permitted Duration During business hours only YARD SIGN – SMALL Total Area of SignsCount 36 sq. ft. Max. 1 Max. per lot or 1 Max. per tenant suite Total Area Per Sign 6 sq. ft. Max. Total Sign Height 3 ft. Max. Materials (sign and supports) Illumination Types Not Permitted
(all measurements in accordance with Sec. 20-3 above) PATIO UMBRELLA SIGNS Location
Location Outdoor dining area of patio area only Logo Area Max. 20% of total umbrella area; every other panel blank Materials Embroidered or imprinted on canvas or umbrella Illumination Types Not Permitted Duration During business hours only YARD SIGN – SMALL Total Area of SignsCount 36 sq. ft. Max. 1 Max. per lot or 1 Max. per tenant suite Total Area Per Sign 6 sq. ft. Max. Total Sign Height 3 ft. Max. Materials (sign and supports) Metal or wood supports; vinyl, plastic, metal or wood face Not Permitted
Logo Area Max. 20% of total umbrella area; every other panel blank Embroidered or imprinted on canvas or umbrella Illumination Types Not Permitted Duration During business hours only YARD SIGN – SMALL Total Area of SignsCount Total Area Per Sign 6 sq. ft. Max. Total Sign Height 3 ft. Max. Materials (sign and supports) Metal or wood supports; vinyl, plastic, metal or wood face Not Permitted
Materials Embroidered or imprinted on canvas or umbrella Not Permitted Duration During business hours only YARD SIGN – SMALL Total Area of SignsCount Total Area Per Sign 6 sq. ft. Max. Total Sign Height 3 ft. Max. Materials (sign and supports) Metal or wood supports; vinyl, plastic, metal or wood face Not Permitted
Illumination Types Duration During business hours only YARD SIGN – SMALL Total Area of SignsCount Total Area Per Sign 6 sq. ft. Max. Total Sign Height 3 ft. Max. Materials (sign and supports) Metal or wood supports; vinyl, plastic, metal or wood face Not Permitted
Duration During business hours only YARD SIGN – SMALL Total Area of SignsCount Total Area Per Sign 6 sq. ft. Max. Total Sign Height 3 ft. Max. Materials (sign and supports) Metal or wood supports; vinyl, plastic, metal or wood face Not Permitted
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Total Sign Height 3 ft. Max. Materials (sign and supports) Metal or wood supports; vinyl, plastic, metal or wood face Not Permitted
Materials (sign and supports) Metal or wood supports; vinyl, plastic, metal or wood face Not Permitted
supports) Not Permitted
Cothook from D.O.M. E. ft. Min
Setback from R.O.W. 5 ft. Min.
YARD SIGN – LARGE
Count 1 Max. per lot; 2 Max. per common development.
Total Area Per Sign 12 sq. ft. Max.
Total Sign Height 6 ft. Max.
Materials (sign and supports; vinyl, plastic, metal, wood face supports) Metal or wood supports; vinyl, plastic, metal, wood face
Illumination Types Not Permitted
Setback from R.O.W. 5 ft. Min
TEMPORARY BANNER SIGN
Count If attached to the building, then 1 per tenant suite with exterior pedestrian entrance; if attached to a fence, wall or ground mounted, then one per property or up to two per common development
Materials Cloth or vinyl
Total Area Per Sign 36 sq. ft. Max.
Duration 14-day permit up to 6 times per year
SANDWICH BOARD SIGN (1 permitted per storefronttenant suite)
Location Within 10 feet of primary entrance not blocking any clear path
Sign Face Area (each of two sign faces) 6 sq. ft. Max.
Board Width (inches) 24 inches Max.
Board Height 36 inches Max.
Materials Plastic not permitted Illumination Types Not Permitted
Duration (hours per day) During business hours only

Quasi-Public/Institutional Uses

Sec. 20-28. Quasi-Public/Institutional Uses

The following sign types below shall be permitted for properties containing a quasi-public/institutional use (as defined in Sec. 27-113) irrespective of whether the sign type is permitted in the applicable district. Where the provisions in this Sec. 20-28 conflict with any provisions in any district regulations elsewhere in the Code, the regulations in Sec. 20-28 shall govern and control. Each property shall be entitled to the following signs subject to the following standards:

(a) SIGNS SPECIFIC TO QUASI-PUBLIC/INSTITUTIONAL USES		
STANDARDS (all measurements in accordance with Sec. 20-3 above)	Any Quasi-Public/Institutional Use in any District	
	BUILDING ENTRANCE WALL SIGN	
Count	1 Max. per building entrance	
Total Sign Area	4 sq. ft. Max.	
Total Sign Height	6 ft. Max. (lowest point of sign)	
Sign Face Materials	Wood carved and painted; carved stone, metal with raised or applied vinyl letters; glass; or synthetic materials that are crafted specifically to look like one of these materials are permitted.	
EMC	Not permitted	
Illumination Types	Indirect; shadow/halo	
	MONUMENT SIGN	
Count	1 per vehicular entrance up to 2 Max.	
Location	Street yard(s) only	
Sign Face Area	36 sq. ft. Max.	
Total Sign Height	6 ft. Max.	
Sign Face Materials	Wood carved and painted; carved stone, metal with raised or applied vinyl letters; glass; or synthetic materials that are crafted specifically to look like one of these materials are permitted.	
Sign Base Materials	Brick; natural stone; stucco; synthetic materials that are crafted specifically to look like one of these materials are permitted.	
Sign Base Height	1 ft. min. / 3 ft. Max.	
Illumination Types	Indirect; direct; shadow/halo	
Setback from R.O.W.	5 feet Min.	
EMC	Permitted for educational services and places of worship only; maximum of 40% of total sign face area may be EMC; no manual changeable copy allowed if sign includes an EMC.	
Manual Changeable Copy	Maximum of 40% of total sign face area may be manual changeable copy. No EMC allowed if sign includes manual changeable copy.	

Quasi-Public/Institutional Uses

	WAYFINDING SIGN
Count	2 Max. per curb cut and up to 2 per acre Max. internal to common development
Sign Face Area	-6 sq. ft. Max.
Supports	Shall be monument stylemounted on base of same material as sign
Illumination Types	Direct; indirect; shadow/halo
EMC	Not permitted
Total Sign Height	4 ft. Max.

Total Sign Count	<u>5 Max.</u>	
Total Sign Area Per Lot	30 sq. ft. Max.	
Total Area Per Sign	6 sq. ft. Max.	
Total Sign Height	<u>3 ft. Max.</u>	
Materials (sign and supports)	Metal or wood supports; vinyl, plastic, metal, wood face	
Illumination Types	Not Permitted	
Setback from R.O.W.	<u>3 ft. Min.</u>	
TEMPORARY BANNER SIGN		
Count	1 Max. per lot	
<u>Materials</u>	Cloth or vinyl	
Total Area Per Sign	36 sq. ft. Max.	
<u>Duration</u>	14-day permit up to 6 times per year	
Illumination Types	Not Permitted	

Use and Maintenance of Nonconforming Signs

ARTICLE VI. - NONCONFORMITIES

Sec. 20-29. Use and Maintenance of Nonconforming Signs

Subject to the restrictions of this chapter, a nonconforming sign may be used, but not expanded or improved unless the sign is made conforming. All nonconforming signs shall be maintained in good condition and repair and may be subject to removal for violations of maintenance standards.

Sec. 20-30. Repair and Replacement of Nonconforming Signs; Exceptions

Minor repairs and maintenance of nonconforming signs shall be permitted. Structural repairs or changes in the size or shape of a nonconforming sign shall be permitted if the changes do not expand the nonconforming nature of the sign. A nonconforming sign shall not be replaced by another nonconforming sign. – Under no circumstances shall this section be construed as to allow the addition or material change of changeable copy to a nonconforming sign (except for message substitution on an existing changeable copy sign). Exceptions: (i) the substitution or interchange of sign panels, painted boards, or dismountable material on nonconforming signs shall be permitted; (ii) the substitution or interchange of sign lighting types on nonconforming signs shall be permitted; (ii) the substitution, interchange, or replacement of sign base and/or surround materials on nonconforming signs shall be permitted; (iv) a nonconforming sign damaged or destroyed by act of God or by other circumstances beyond the control of the owner of the sign may be repaired or replaced if the repairs do not exceed 100 percent of total replacement cost in R and RA district or 50 percent of total replacement cost in all other districts.

Sec. 20-31. Relocation of Nonconforming Signs

A nonconforming sign may be relocated for the purposes of road or sidewalk construction, purchases of right-of-way, or other public works or transportation project initiated by the City or other public agency.

Permitting

ARTICLE VII. - ADMINISTRATIVE PROCEDURES SPECIFIC TO SIGNS

Sec. 20-32. Permitting

- a. For any sign requiring issuance of a sign permit under the provisions of this chapter, sign review shall be required prior to installation, relocation, renovation, expansion, construction, panel exchange or reconstruction of the sign. The sign application shall be submitted to the Community Development Director.
- b. Applications for sign permits required by this chapter shall be filed by the sign owner or the owner's agent with the director or his/her designee. The application shall describe and set forth the following:
 - 1. The street address of the property upon which the sign is to be located and a plat map of the property which bears an indication of the proposed location of the sign;
 - 2. The name(s) and address(es) of the owner(s) of the real property upon which the subject sign is to be located;
 - 3. Consent of the owner, or the owner's agent, granting permission for the placement or maintenance of the sign;
 - 4. Name, address, phone number and occupational tax certificate number of the sign contractor;
 - 5. The type of sign (as defined in this chapter) to be erected, the area of the sign, the height of the sign, the shape of the sign, how the sign is to be illuminated (if at all), all existing signs on the property and an explanation of how the sign is to be mounted or erected on a scaled drawing;
 - 6. The dimensions of the wall on which the sign is to be placed with appropriate drawings and photographs;
 - 7. The payment in full of the applicable application fee; and
 - 8. Application for ground signs shall include a site plan drawn to scale, including a closed boundary survey of the property, gross acreage, the proposed location of subject sign, location of all existing ground signs on the property, entrance driveways from public streets, streetrights-of-way, public or private easements, building locations, sidewalks, utilities, gross area of buildings and floor area occupied by subject owner or tenants.
 - 9. The director may require other such information required to determine the sign complies with the requirements of this chapter.
- c. The director shall develop such forms as may be necessary to facilitate the permit application process.
- d. The applicant shall apply for all other permits or licenses required by city ordinances and state laws and regulations. No sign permit shall be valid unless other required permits or licenses have been issued by the authority responsible thereof.
- e. Each application shall contain an agreement to indemnify and save and hold the city harmless from all damages, demands or expenses of every character which may in any manner be caused by the sign or sign structure. Each applicant shall present to the department, upon request, a certificate of liability insurance prior to the issuance of a sign permit.

Master Sign Plan Required

- f. The City shall process all sign permit applications within 4530 days of the City's actual receipt of a complete application for a sign permit.
 - The Community Development Director shall reject any application as incomplete that does not include all items required for a sign permit application as set forth under Sec.tion 20-32
 - The Planning andCommunity Development Director shall reject any application containing any false material statements or omissions. Any rejected application later resubmitted shall be deemed to have been resubmitted on the date of resubmission instead of the original date of submission.
- g. Within 4530 days of receipt of a complete application, the Community Development Director shall:
 - 1. Issue the permit; or
 - 2. Inform the applicant, in writing, of denial of the permit, stating the reasons why the permit cannot be issued.
- h. Upon determination that the application fully complies with the provisions of this chapter, the sign permit shall be issued.
- i. If the City does not process an application for a sign permit within 4530 days, then the application shall be considered approved.
- j. Should it be determined that a sign permit was issued pursuant to an application containing a false material statement, that the sign was erected in violation of standards of this permit, or that the sign no longer meets maintenance and/or safety standards of this chapter, the Community Development Director shall revoke the sign permit and the sign shall be removed. Notice of revocation shall be provided by the Director in the same manner as the decision to issue or deny a permit. Any decision of the Director denying or revoking a permit shall be subject to appeal as provided by sectionSec. 20-37.
- k. No sign permit shall be issued until the appropriate application has been filed with the Planning and Community Development Director and fees have been paid per the fee schedule adopted by City Council.

Sec. 20-32. Sec. 20-33. Master Sign Plan Required

Master sign plans shall provide for visual consistency for signage within the development based on at least three of the following factors: graphic depiction, color scheme, lettering style, lighting, and location of signs to be posted on buildings. A master sign plan shall be reviewed by the Community Development Director for compliance with these factorshis chapter for for all new common developments and in any existing development over 20 acres where total sign area is increasing, or any sign location is changing. Sign face changes shall not require the submission of a master sign plan. All master sign plans shall contain the following:

- A site plan showing the location of buildings, parking lots, driveways and landscaped areas, and the location, size, area and height of all proposed <u>signs_business</u>, <u>identification</u>, <u>and traffic directional</u> <u>signs (and existing to remain signs)</u>.
- b. Computation of the maximum total sign area allowed and requested, the maximum area allowed and requested for each individual sign, the conceptual approach proposed for window signage.

Master Sign Plan Modifications

c. A description of how the applicant will achieve visual consistency among all signs, which may be in narrative or graphic depiction, regarding color scheme, lettering or graphic style; lighting; location of each sign on the site and on buildings; material; and support structures.

Sec. 20-33. Sec. 20-34. Master Sign Plan Modifications

- a. Minor modifications to an approved master sign plan shall be submitted in writing for review and decision by the Community Development Director when:
 - 1. The change does not increase the sign area of the subject property approved in the original master sign plan.
 - 2. The change maintains visual harmony with those elements specifically identified in the original master sign plan as integral to the design theme of the subject property (for example: location(s), color(s), material(s), or type(s).
- b. The decision of the Community Development Director in approving or denying a master sign plan may be appealed as set forth herein below.
- c. Major modifications to an approved master sign plan shall be reviewed and decided by the zoning board of appeals.

Sec. 20-34.Sec. 20-35. **Variances**

Variances from this sign code shall not be allowed.

An application for a variance from the strict application of the provisions of this chapter may be initiated by application to the Zoning Board of Appeals on the form provided by the Community Development Department. In addition to the factors for consideration for variances in Sec. 16-141, <u>V</u>variances from the regulations of this chapter shall be limited to the following hardship situations:

- (1) Where the proximity of existing signs on adjoining lots causes the subject property to be ineligible, due to spacing requirements, for a sign of the type sought; or
- (2) Where visibility of a conforming sign from the proposed street and within 50 feet of the proposed sign would be substantially impaired by existing trees, plants, natural features, signs, buildings, or structures on a different lot; and
 - a. Placement of the sign elsewhere on the lot would not remedy the visual obstruction;
 - b. Such visibility obstruction was not created by the owner of the subject property; and
 - c. The variance proposed would not create a safety hazard to vehicular traffic or pedestrians.
- (3) Variances shall be limited to the minimum relief necessary to overcome the hardship. No variances shall be granted to allow a greater number of signs than would be allowed if the hardship did not exist.
- (4) The staff or Community Development Department shall conduct a site inspection of and shall prepare an analysis of each application for variance applying the criteria and standards set forth in this section.
- (5) Relief from the application of the provisions of this chapter by use of variances granted by the board shall be granted only upon a finding of hardship as previously defined. Hearing on such variances shall be noticed and a final decision rendered by the Board using the same time frames and notice requirements as for appeals under this chapter.

Emergency Sign Provisions for Temporary Signage

(6) In the event of dissatisfaction with the decision of the Zoning Board of Appeals, a person may petition for a writ of certiorari to the Superior Court of DeKalb County as provided by law.

Sec. 20-35. Sec. 20-36. Emergency Sign Provisions for Temporary Signage

In the instance that the federal, state, or City government declares a state of emergency, the Mayor and City Council may pass a temporary decree (for the duration of the state of emergency) which explicitly specifies relaxed regulations for temporary signage to permit better communication for the duration of the emergency.

Sec. 20-36. Sec. 20-37. Appeals

- a. The procedures of this division apply to appeals of permit denials, revocations, and all other administrative orders and decisions.
- b. Any person or entity (i.e., an owner, applicant, adjoining neighbor, or a neighbor whose property is
 within 1,500 feet of the nearest property line aggrieved by an administrative decision) may appeal the
 decision.
- c. Decisions by the Community Development Director made pursuant to this division may be appealed to the Zoning Board of Appeals by filing with a request with the Community Development Director within 30 days of the Community Development Director's decision. Appeal shall be in accordance with procedures and conditions of this sign codesection. If no appeal is made within the 30-day period, the decision of the Community Development Director is final. If an appeal is made to the Zoning Board of Appeals, within 30 days of the appeal being requested, the Zoning Board of Appeals shall set a hearing date for the appeal and the decision of the ZBA is final. The appellant shall be given 10 days' notice of the hearing date. The 30-day appeal deadline may be waived by the Zoning Board of Appeals if the appellant can show evidence that the appeal was filed within 30 days of their actual or constructive notice of the decision.
- d. The filing of a complete notice of appeal stays all proceedings in furtherance of the action appealed, unless the official whose decision is being appealed certifies to the Zoning Board of Appeals, after the appeal is filed that, because of facts stated in the certification, a stay would cause imminent peril to life or property. In such a case, proceedings may be stayed only by a restraining order granted by the superior court on notice to the official whose decision is being appealed and on due cause shown.
- e. Upon receipt of a complete application of appeal, the Community Development Director or other administrative official whose decision is being appealed shall transmit to the Zoning Board of Appeals all papers constituting the record upon which the action appealed is taken.
- f. Mailed notice of the Zoning Board of Appeals hearing shall be provided to the appellant at least 10 days before the date of the Zoning Board of Appeals hearing.
- g. Hearing and decision
 - 1. The Zoning Board of Appeals shall hold a hearing to consider all appeals of administrative decisions.

Appeals

- 2. Following the close of the hearing and consideration of all testimony, documentary evidence and matters of record, the Zoning Board of Appeals shall make a decision. The decision shall be made within a reasonable period of time but in no event more than 60 days from the date of the close of the hearing. Final action on an appeal requires a simple majority vote of the Zoning Board of Appeals members present and voting.
- 3. In exercising its powers, the Zoning Board of Appeals may reserve or affirm, wholly or partly, or may modify the order, requirement, decision or determination appealed from. To that end the Zoning Board of Appeals has all the powers of the administrative official from whom the appeal was taken and may issue or direct the issuance of a permit provided all requirements imposed by all other applicable laws are met.
- h. An appeal shall be sustained only upon a finding by the Zoning Board of Appeals that the administrative official's action was based on an erroneous finding of a material fact or that the administrative official acted in an arbitrary manner.

i. Appeals

- Any person or entity authorized by section 20-37b may seek review of such decision by
 petitioning the superior court for a writ of certiorari, setting forth the alleged errors. The petition
 shall be filed within 30 days of the date that the Zoning Board of Appeals renders its final
 decision.
- 2. When a petition is for a writ of certiorari is filed, the Zoning Board of Appeals shall be designated the respondent in certiorari and the city the defendant in certiorari. The secretary of the Zoning Board of Appeals is authorized to acknowledge service of a copy of the petition and writ on behalf of the Zoning Board of Appeals, as respondent. Service upon the city as defendant shall be as provided by law.

Violations and Penalties

Decisions and determinations made pursuant to this chapter may be appealed to the zoning board of appeals pursuant to Ch. 27, Div. 8.

Sec. 20-37. Sec. 20-38. Violations and Penalties

The Community Development Director or his/her designee may issue a citation for violation of this chapter by any person, including if applicable, the owner, manager or tenant of the space upon which a sign is located, for a sign erected, altered, maintained, converted, or used in violation of this chapter or in violation of any other applicable ordinance, including, but not limited to, the building and electrical codes.

- The Community Development Director and/or his/her designee shall have the same duties, authority, and obligations regarding access to private property and inspections, including the procurement of inspection warrants provided in Article VI of the City Zzoning ⊕Ordinance with regard to the enforcement of this chapter.
- 2. Any person violating any provision of this chapter shall be guilty of an offense and upon conviction, shall be subject to the general penalty provided in this Code. Each sign installed, created, erected or maintained in violation of this chapter shall be considered a separate violation, and each day of a continued violation for each sign shall be considered a separate violation when applying the penalties authorized in Zoning Code Article VI, Division 3 Enforcement and Penalties.
- 3. The City may seek affirmative equitable relief in a court of competent jurisdiction to cause the removal or repair of any sign in violation of this chapter or other City ordinances.
- 4. The Community Development Director or designee may remove any sign or structure illegally placed upon a public right-of-way without any notice and may dispose of said sign or structure. Such removal and disposal of illegally placed signs shall not preclude the prosecution of any person for illegally placing such signs in the public right-of-way.